



RUN WILD AT THE MISSOULA MARATHON – LAST BEST RACE IN THE LAST BEST PLACE

FOR IMMEDIATE RELEASE

June 18, 2025

Missoula, MT – More than just a race, the **Missoula Marathon Weekend of Events** presented by Young Mazda Missoula returns June 27–29, 2025. This event is a celebration of community, inclusion, and the unique energy that makes Missoula one of the most welcoming and vibrant places to run in the country.

Created by a group of local running enthusiasts with a dream to showcase our city's beauty and small-town charm, the Missoula Marathon has grown into one of the premier running events in the U.S., earning national recognition from Runner's World, USA Today, National Geographic, The BibRave 100, and RaceRaves.

Organized by **Run Wild Missoula**, a non-profit organization with over 2,200 members, the marathon is grounded in the mission of promoting and supporting running and walking for people of all ages, abilities, and backgrounds. We're deeply committed to creating a welcoming and inclusive space where everyone—regardless of pace or experience—can experience the joy of movement and the power of community.

But the impact doesn't stop at the finish line.

One of our core values is supporting local vendors, businesses, and the broader Missoula economy. We know that our success is tied to the vitality of our city, and we strive to ensure that the Missoula Marathon creates positive ripples throughout the community. In fact, the 2024 Missoula Marathon generated an estimated \$4 million in direct economic impact from non-Montana dollars. These figures—calculated by **Destination Missoula** using the Destinations International Economic Impact Calculator—reflect the important role our event plays in supporting local jobs, services, and small businesses.

"The Missoula Marathon is more than just a race—it's a celebration of what makes this community so special. From the scenic course to the incredible volunteers and the support of our local businesses, this event reflects the heart and soul of Missoula. Whether you're chasing a personal best or just soaking up the experience, there's a place for everyone at the start line."

— **Trisha Drobeck, Missoula Marathon Race Director**

IMPORTANT LINKS

- EVENT GUIDE: <https://www.missoulamarathon.org/wp-content/uploads/2025/06/2025-MM-Event-Guide-FINAL-WEB-SM.pdf>
- RACE DAY TRAFFIC & CLOSURES: <https://www.missoulamarathon.org/traffic-road-closures/>
- REGISTER: <https://runsignup.com/missoulamarathon>
- VOLUNTEER: <https://runsignup.com/Race/MT/Missoula/MissoulaMarathonWeekendofEventsVolunteerSignup>
- PHOTOS: <https://www.dropbox.com/scl/fo/en7oo8og1sokz59n8wocd/APE3r19F1iH4lahjVZUlgAk?rlkey=52ebvdzhguioq7p5gmcpzd8in&st=jqc4o9wg&dl=0>



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MISSOULA MARATHON BY THE NUMBERS

COURSE RECORDS

MISSOULA MARATHON

Men 2:20:27*

Women 2:43:30*

Non Binary 3:15:25

**Montana Soil Records*

HALF MARATHON

Men 1:05:13

Women 1:14:29

Non Binary 1:23:04

PRIZE PURSE

- **5K** - \$1,350
- **HALF** - \$6,150
 - **PLUS** Additional \$950 in bonuses
- **MARATHON** - \$6,150
 - **PLUS** Additional \$950 in bonuses

- 7,500+ participants throughout the weekend
 - Runners & Walkers from all 50 states & DC
 - 8 Countries: Canada, New Zealand, Australia, UK, Germany, Uganda, Mexico & Poland
- 3 Montana's have ran every Missoula Marathon since inaugural 2007, they are LEGACY runners
- 24 Teams in the 5K Workplace Wellness Challenge at the Tony Banovich 5K
- 600+ volunteers in 800+ positions
- 50 Law Enforcement and Emergency Medical Response personnel
- 45+ vendors at the Runner's Expo
- \$80,000+ raised for Youth Homes Montana (goal is \$100K!)
- Guest Speaker Martinus Evans, founder of Slow AF Run Club is back in 2025 and will be here all weekend signing books, cheering and speaking
- 244 local participants in the Missoula Marathon and Half Marathon Training Class
- 5 Time Marathon Champ Mark Messmer is back to try and win an unprecedented 6th time!
- 15 Aid Stations on the Marathon Course
- 332+ toilets along the course and gathering areas
- 40 Buses to get runners to their start lines

ECONOMIC IMPACT (From Destination Missoula)

- A zip code analysis from the registration data shows that approximately 3,659 participants (or 57% of participants) were from outside of the Missoula area and likely spent at least one night in Missoula.
- The estimated economic impact of the 2024 Missoula Marathon was \$4 million.

Destination Missoula subscribes to the Destinations International Economic Impact Calculator, designed and supported by Tourism Economics. The calculator has been uniquely developed for Missoula incorporating nine credible data sources. Please note that the economic impact values are estimates and measures only the direct impact of out-of-town visitor spending on businesses, employment, income and taxes.



WHETHER YOU'RE RACING, CHEERING, OR VOLUNTEERING—COME BE PART OF THE MAGIC.
LEARN MORE AND GET INVOLVED AT MISSOULAMARATHON.ORG



MISSOULA MARATHON – BY THE NUMBERS

GREENING EFFORTS

In 2024, Run Wild Missoula and Home ReSource teamed up to enhance zero waste initiatives at the Missoula Marathon Weekend of event, achieving significant sustainability improvements.

For the 2025 Event we will continue this partnership:

- Expand zero waste infrastructure at key event locations, including the Expo area and the finish line.
- Train and manage volunteers to ensure effective waste sorting and sustainable practices before and during the marathon.
- Provide guidance and support to develop vendor guidelines and requirements to align with zero waste goals.
- Continue to ensure all Expo and finish line utensils, plates, and napkins are compostable, reducing landfill waste and supporting a circular waste system.
- Improve event signage to clearly communicate proper waste disposal methods to participants and spectators.
- Introduce TerraCycle bins at the Expo and race finish to collect hard-to-recycle items such as protein packs and chip bags.

OTHER OPPORTUNITIES:

- Continue to offer a carbon offset donation option to support **Climate Smart Missoula**, helping to counterbalance travel emissions. These funds go directly toward improving the energy efficiency of low-income housing in the area, creating a lasting local impact.
- Continue to utilize recycled materials for gear bags to further reduce waste.
- Continue to repurposed unused prior-year race shirts into merchandise bags for the following year, giving them a second life and minimizing textile waste.

SCHEDULE OF EVENTS

FRIDAY, JUNE 27 - Caras Park

- **3:00–3:45pm** Special Presentation from Slow AF Founder Martinus Evans
- **4:00–8:00pm** Missoula Marathon Runners Expo; Kids Marathon Registration + Bib & Cape Pickup; Tony Banovich 5K Bib & Shirt Pickup; Missoula Marathon & Half Marathon Bib, Shirt & Gearbag Pickup
- **4:00-8:00pm** Live DJ featuring Stylings of DJ IvanOFF
- **6:00pm** Free Beer Run

SATURDAY, JUNE 28 - Caras Park *(unless otherwise noted)*

- **7:00-7:30am** Tony Banovich 5K Bib & Shirt Pickup
- **8:00am** Tony Banovich 5K Start The Wilma (Finish at Caras Park)
- **8:00am–4:00pm** Missoula Marathon Runners Expo Dozens of Vendors; Missoula Marathon & Half Marathon Bib, Shirt & Gearbag Pickup
- **8:30–9:30am** Kids Marathon Registration + Bib & Cape Pickup Boone & Crockett Club, 250 Station Dr
- **10:00am** Kids Marathon Start Boone & Crockett Club, 250 Station Dr (Finish at Caras Park)
- **12:00–12:45pm** Special Presentation from Slow AF Founder Martinus Evans
- **3:30pm** Elite Competitors Technical Meeting DoubleTree by Hilton Missoula-Edgewater
- **5:30–10:30pm** Late Bib & Gear Bag Pickup Missoula Airport, 5225 Hwy 10 W

SUNDAY, JUNE 29

- **4:15-5:00am** MARATHON Bus Load to Start Lines University of Montana + Hilton Garden Inn
- **5:15-6:00am** HALF MARATHON Bus Load to Start Lines University of Montana
- **6:00am** Missoula Marathon Start
- **7:00am** Half Marathon Start
- **8:00am–2:00pm** Post Race Celebrations Caras Park
- **8:00am–2:00pm** Shuttle to Car Park at Adams Center Pattee Street & River Trail
- **1:30pm** Missoula Marathon & Half Marathon



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MISSOULA MARATHON WEEKEND OF EVENTS

Friday, June 27-Sunday, June 29, 2025

PRESENTING SPONSOR

YOUNG MAZDA MISSOULA



YOUNG MAZDA

GOLD SPONSORS

Big Sky Brewing Co

KPAX TV

Trail West Bank

Good Food Store

Providence

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